

Guilfoyle

Easter

Is

Almost

Here

Order

Spring

Clothes

Now

With most men it's a business proposition—this matter of being properly dressed.

And it will be good business to order your Spring clothes now, and here.

NOW, because you'll soon want to wear them.

HERE, because you are assured of getting exactly the kind of clothes you'll be proud to wear.

Perfect in fit.

Up-to-date in style.

Superb in Tailor-craft.

Silk Neckwear; masterpieces in exclusive patterns.

Guilfoyle

Fashionable
Clothes Builders

—Just a Few Steps East of Second.

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Madison
Avenue

The Acme of Perfection



For Women

Miller's and Baker's Pumps
and Oxfords... \$9 to \$12.50
Others as low as.....\$4

Zellner Shoe Co.

When Zellner's policy was changed, the profit was cut in two. Under the cash plan the profit has been again cut in two. Increased sales for the year of 160% have helped us do it.

RAILROADS WILL PROMOTE FARMING

Mr. Winchell Will Preside
Over Gathering of Agricultural Agents.

A three-day conference of the heads of the agricultural development departments of all railroads in this territory will be opened at the Hotel Chicago Wednesday morning at 9:30 o'clock. Among the high railway officials expected to attend are D. L. Winchell, regional director for the Southern region; Edward Chambers, director of division of traffic, and J. L. Edwards, manager of the agricultural section for the federal railroad administration. Every phase of railroad agricultural development work in each section of the country represented, is to be discussed, in order to promote closer coordination of the work being done by the various railroads. Among the subjects to be discussed are: Marketing; co-operative shipments; market bulletins; farm profits and losses; live stock and poultry; home economics; and Canadian activities; publicity and advertising; co-operation with local organizations; agricultural extension methods and assistance to settlers; getting definite results; farm credits.

ALIEN ENEMIES FREE.
CHATTANOOGA, Tenn., April 1.—The department of justice today released 63 civilian alien enemies who have been interned at Fort Oglethorpe during a greater part of the war period. The men released were divided among the cities of New York, New Orleans and Baltimore. They left immediately for their respective homes. The government agents refused to make public the names under instructions from the department of justice.

COMARriages

Gist-Uphaw.
HELENA, Ark., April 1. (Sp.)—Marked for its simplicity was the wedding of Miss Annie Rooney Uphaw and Mr. Charles H. Gist, which took place at St. John's Episcopal church, Rev. Chas. P. Blaisdell, the pastor, performing the ceremony. The bride is the youngest daughter of Mr. and Mrs. M. K. Uphaw. The groom is the son of Mr. and Mrs. Bogan Gist, of Edgewood, and is a member of the court-house force. They will make their home in Helena.

WILL CLOSE ENGLISH MILLS FOR FORTNIGHT

MANCHESTER, England, April 1.—The employers and operatives in this region, market reports say, have decided to close all mills using American cotton for a full fortnight from April 10.

TEACHERS ORGANIZE.

YAZOO CITY, Miss., April 1. (Sp.)—Nearly all of the white teachers of Yazoo county have now become members of the state teachers' association, which meets at Hattiesburg May 1, 2 and 3. Prof. Hugh Bell, county superintendent of education, and Prof. Ira G. Allen, at the head of the county's agricultural high school at Benton, are given credit for the work in the county and predict that a large number of the teachers will attend the state meeting.

DOCTOR IS ACQUITTED.

PINE BLUFF, Ark., April 1. (Sp.)—After being out five hours deliberating on the question of the guilt or innocence of Dr. D. C. Root of the charge of having assisted in the theft of two barrels of alcohol from a Missouri Pacific freight train on the night of Feb. 1, the jury returned a verdict of not guilty. The trial lasted the entire day Monday and the verdict was reached about midnight.

BRODNAX

Handsome Illustrated

DIAMONDS

Booklet No. 15 Sent Upon Request

If you are contemplating the purchase of a diamond for personal wear or gift purposes, and are unable to call at our store, we will send you a liberal selection package, express prepaid, for your examination and comparison. All we ask, in the event that you have not previously made a credit arrangement with us, and as a means of identification, is the name of your bank or two or three well-rated merchants.

Our Diamond Booklet No. 15 will be of invaluable assistance in selecting the diamond best suited to your requirements, as it contains authoritative information relative to weights, grades and sizes. Write for it today, 22 South Main St., Memphis

Convenient Selling Plan
One-Fifth Cash, Balance
Ten Equal Payments

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INCORPORATED

DIAMOND MERCHANTS

SHOWS NEED FOR UNIFORM BANKING TO AVOID PANICS

NEW ORLEANS, April 1.—Declaring that the banks of this country are so interrelated that the possibility of failure of any group of them, whether federal or state banks, will bring about a condition creating a panic, a condition which the federal reserve system was intended to obviate, Melvin A. Traylor, president of the First Trust and Savings bank, Chicago, last night told members of the association of reserve city bankers, in annual session here, that a uniform banking system for the United States is necessary as a safeguard against such dangers.

One hundred and fifty reserve bankers from all parts of the United States heard Mr. Traylor explain his plan for such a system. He was preceded by David H. G. Penny, vice-president of the National Bank of Commerce of New York, who spoke on "Dollar Exchange."

Mr. Traylor advocated the need of all banks, both federal and state, becoming members of the federal reserve system, and in emphasizing the necessity of a uniform system, gave the following reasons:

1.—To secure co-operation between federal reserve banks and all classes of banking institutions.
2.—To assure greater safety to all banks and their depositors.
3.—To give the federal reserve board supervision over all credit institutions of the United States.
4.—To prevent political antagonism to the present system.

At this time, Mr. Traylor said, "danger always is present as long as we have different laws in every state. Many state banks which joined the federal reserve system, under pressure of war and for patriotic motives, will leave it again, when the federal regulations of this system place them at a disadvantage in competition with state banks, not members of the federal reserve system and operating under the more or less lax laws in force in some of our states."

Mr. Penny told his hearers "dollar exchange" is an international finance in terms of United States currency issued "spreading throughout the world with growth of America as the world's creditor."

"Upon us rests a burden for capital accumulation such as we never dreamed of in pre-war days," he said, "and this burden rests upon our banks alone."

John M. Parker, president of the Mississippi Valley association, addressed the bankers on the subject "The Valley."

U. S. REVENUES SOAR OVER PREVIOUS RECORDS

Internal revenue collections for the month of March, 1918, in the history of the local office, according to figures made public today by H. Shaefer, district collector, increased for the month of March this year was \$103,917.57. Increased taxes levied by the last congress caused the total to be increased, especially the tax on cigars and snuff. Consumption of those commodities remains about the same, according to the revenue figures.

The next largest month in the history of the local office was that of February, 1918, when the total reached \$151,424.77. Revenue collections for March, 1918, aggregated \$116,226.28.

MISSISSIPPI-ARKANSAS UNIT TO RETURN SOON

WASHINGTON, April 1.—Army organizations assigned to early convoy were announced by the war department today as follows: 14th engineers and train; 63d pioneer infantry; base hospital No. 71; 372d aero squadron; ordnance company; communication company; inclusive transportation casual company No. 4; 21st clothing unit; 34th butcher unit; 1102d new replacement squadron.

The 14th engineers and train is a unit of the 38th division, (Arkansas, Louisiana, Mississippi national guard division).

MISSISSIPPI COURT ENJOINS WIRE RAISE

JACKSON, Miss., April 1.—The supreme court of Mississippi acting on a petition of Attorney-General Ross A. Collins, enjoined the Western Union and Postal Telegraph companies against putting into effect increased rates, recently ordered by Postmaster General Burleson. An early date for hearing will be set.

NEW ELAINE BANK.

HELENA, Ark., April 1. (Sp.)—The organization of the Bank of Elaine, Phillips county, has been announced, and will be capitalized at \$25,000. Application has been made for a charter. A brick building will be erected for the bank. The organizers are John D. Crow, C. L. Bernhard, J. L. Alston, H. H. Lea, C. W. L. Armour and others.

ARCADE HAS FIRE.

ARCADE, Tenn., April 1.—Two storehouses, a mill, granary and barn were destroyed by fire here yesterday, entailing a loss of \$10,000. The property belonged to Samuel and M. L. Hicks and was partially covered by insurance.

MOSES LYNN SOUGHT.

Lilliputian Dixon, of Guntison, Miss., writes The News Scimitar for aid in locating her brother, Moses Lynn, whom she has not seen for three years.

MALONE MEMORIAL.

Recent additions to the list of subscriptions to Walter Malone Memorial Tablet fund follow: Mrs. D. J. Murphy and A. Goodman. Each gave the limit of \$1.

March 22, 1918.

Victor Announces Great Expansion

Conditions Almost Normal, With Greater Production Than Ever Before in Sight by June.

John G. Paine Tells of Company's War Work, Giving Details for the First Time—Dealers Support the New Stevens Bill.

TALKING MACHINE MEN, Inc., New York, heard news which brought forth hearty applause at the regular meeting held at Cafe Boulevard on Wednesday, March 19, when John G. Paine, representing the Victor Talking Machine Company, told of bright prospects for business almost right at hand. Victor assurance of an increased production exceeding even its peak year was indeed welcome to dealers, who for a long time have been "starving" for Victor product. The speaker put a new slant on Victor's war work and told things of which hitherto the trade and public has been unaware. In part, Mr. Paine's message to the dealers was the following:

Victor Man Brings Dealers a Message of Optimism

"I have recently appeared before the talking machine dealers of Atlanta, Ga., and St. Louis, Mo., and I have gotten in touch with the trade in Chicago. New York is the climax. I bring a message of optimism. The armistice has brought business and new prospects, and it gives us an opportunity to do the things we were standing in leash eagerly waiting to do. The Victor Company was selected to do war work because the Government saw there an opportunity that could be developed along the lines it required. For instance, the Victor Company had more kilns than any other company, a wonderful advantage in airplane work. There are no kilns like these in the world, and all of the dry kilns in the country, if put together, would not be greater than the Victor's. The Government took them over. It saw a cabinet factory, the very thing necessary in building airplanes, and it took the cabinet factory over. It saw an unsurpassed metal working plant, and it took it over. It saw a tool making plant, many of the workers in which were ex-Elgin Watch Company employees, who were making tools to measurements as fine as 1/1000 of an inch, and it took it over. The record-pressing plant was

If you intend buying a talking machine
the article below should interest you

HOUCK
O.K. HOUCK PIANO CO.
ONE PRICE—NO COMMISSION.
VICTROLA SPECIALISTS
STEINWAY PIANOS—DUO-ART REPRODUCING PIANOS
MEMPHIS NASHVILLE LITTLE ROCK
Wholesale and Retail Victrolas

MUSICAL COURIER EXTRA

the only thing left and from this a number of employees were taken into the army and into ship-building plants. Some think that the Victor plant has done more than its share, but Mr. Freeman believes that the Victor Company, having done all that it possibly could, only did what it ought to have done.

Government Uses Victor Sound-Recording Experts

"The Victor Talking Machine plant has been built on an ideal and the heads of the company have always looked forward to one thing, and that is perfection. They have been satisfied with nothing less than that. Nothing takes the place of creating a better talking machine. Scientists and experts in sound recording are constantly at work in a room closed to all but Mr. Johnson and Mr. Haddon. There they labor daily and experiment, so that nothing in the field of sound recording will ever excel what is controlled by the Victor Talking Machine Company. When the Government found out that we had such men it asked for those men for use in locating submarines and airships. They took our experts and sent them to New London and there they labored, and one of our own scientists invented the device which was one of the principal factors in locating and destroying submarines.

"Following the armistice, we got rid of war contracts as rapidly as we could, and today we are in a position very similar to what we were in March, 1917, at the height of our production. The war hit us before it did the rest of the country. We had built a tremendous cabinet factory. It gave us a floor space which, if put out in a building 100 feet wide, of the old saw-tooth roof style, would be four and a half miles long. That is the size of the present plant. After we had built this wonderful new plant we had only to equip it, but we could not do it because the allied governments had contracted away ahead of us so that we could not buy motors, we could not buy machines, we could not buy steel and we were never able to put into operation the tremendous plant which we had built. That plant today is going into operation.

Maximum Capacity of Victor Plant Greater Than Ever

"The maximum production of the Victor plant is a great deal bigger today than ever before. We have as many record presses in operation now as we were in operation in March, 1917. However, the character of labor is different, for, in a majority of cases, it is inexperienced. It is not hard to learn a record pressing job, so these workers will soon be experienced and we will soon be able to put out records as in the past. As to machines, by May, and at all events not later than June, we will be able to supply the market with as many machines and records as we ever did in the past.

By July we will have reached the maximum production.

"The war has developed a demand on the part of the public that nothing else outside of a world war could have developed. It is not really the high wages that did it. This country faced a problem that nothing else outside of a world war could have solved. We had devoted all of our energies to a materialistic idea. We had been training our boys and girls along vocational lines. We were running astray. We were running away from democracy. Democracy springs from the heart of man and not from the mind of man, and the war brought us face to face with democracy and we have been seething with it. The only thing which can preserve the needs of this spirituality is music. The first cultural thing is music, and the talking machine can supply this cultural need quicker and more satisfactorily than anything devised by man.

"That means that the demand which has been created is going to go on and on and on. We are not going back to the old standards of the imperialist. We will cultivate democracy and we are going to become more cultural. I predict a prosperity for the Victor dealer undreamed of in any of his best-laid schemes of the past.

The Spirit of Service Is the Big Thing at Present

"I was asked by a dealer, 'Will the Victor Company feel badly if I take on another line?' I do not think the Victor Company will—why should they? I am sure that they won't, but the vital question is, Will the public be prejudiced against a dealer who is known as a Victor dealer, then offers something else? That is the big thing. The spirit of service is the new method going into effect. Give service in the way of cultivating your customers."

Mr. Paine, in illustrating the service idea, told of a baking powder concern who reversed its methods. At first everything possible was done to lead up the jobber, the jobber in turn loaded up the dealer and forgot it; the dealer loaded up the housewife and forgot it. Now that company is more than careful of the distribution of its baking powder by the spoonful than it is of either the demand by the jobber or the dealer. The result is, the housewife wants it, the dealer wants it, the jobber wants it, and the demand is steady and permanent.

"The Victor Company," said Mr. Paine, "is not going to stop for one instant in creating a demand for Victrolas and for Victor goods. They are going out with their tremendous advertising possibilities to create a demand on the part of the public for Victor goods, and they are going to supply the demand which they are creating. They are going to put the Victor in such a condition that they will be able to supply that demand. You, on your part, will have to meet the public demand in a broader, bigger and better spirit of service than you have ever done before, and a success is yours which you have never dreamed of."

The Dead

Mrs. Fannie Baker.

PADUCAH, Ky., April 1. (Sp.)—Mrs. Fannie Baker, aged 72, died Sunday night of heart failure. She was a native of Kentucky and had resided in Paducah for many years. She is survived by three daughters, Mrs. William Baker, of this city, and Mrs. Charles Weber, of Paducah Bluff, Mo. The body will be taken to Madisonville for burial.

Mrs. Rebecca Sanders.

PADUCAH, Ky., April 1. (Sp.)—Mrs. Rebecca Sanders, aged 88, died at the home of her daughter, Mrs. S. A. Smotherman, 1603 Burnett street, late Sunday night. Another daughter, Mrs. Ed Crutcher, of Detroit, Mich., and four sons survive her. They are M. D. Sanders, of Glasgow, Ky.; H. B. Sanders, of N. Sanders and W. G. Sanders, of Paducah.

W. A. Thompson.

PADUCAH, Ky., April 1. (Sp.)—W. A. Thompson, died Sunday morning at Riverside hospital. Mr. Thompson resided near Wingo, Ky., and was a well-known and prominent farmer of that district. The remains were sent to Wingo, where the funeral services and burial took place Monday.

Mrs. J. C. Pickens.

GREENWOOD, Miss., April 1. (Sp.)—Mrs. J. C. Pickens, aged 77, an old resident of Lexington, died Sunday at noon. The funeral was held in Lexington Monday.

Mrs. L. A. Pounders.

HELENA, Ark., April 1. (Sp.)—Mrs. L. A. Pounders died Sunday at her home at 1227 Perry street. Informant was made at Maple Hill cemetery.

Burton Tigrett.

NEWBORN, Tenn., April 1. (Sp.)—Funeral services were conducted over the remains of Burton Tigrett, a prominent farmer at the family residence one mile east of Newborn, Sunday afternoon in the presence of a large concourse of relatives and friends. Interment followed in the Poplar Grove cemetery.

Moses Winborn.

BLUE MOUNTAIN, Miss., April 1. (Sp.)—Moses Winborn, aged 82, of Blue Mountain, was buried here Monday afternoon in Macedonia cemetery, his death having taken place at New Albany, Miss., where he had been for some time. The funeral services were conducted in the Baptist church, Dr. W. T. Lowrey, president of the church, officiating at the grave here. The deceased was survived by his aged wife and the following children: W. M. Winborn, New Albany, Miss.; D. T. Bartlett, Lincoln, Texas; Mrs. J. T. Baker, New

Albany, Miss.; Mrs. J. W. Simmons, Moscow, Tenn.; Mrs. W. A. Simmons, Memphis, and Mrs. James E. Gurney, of this place.

Mrs. Dan McLaughlin.

HUNTSVILLE, Ala., April 1. (Sp.)—Mrs. Dan McLaughlin dropped dead Saturday night of heart failure in the store of her husband on Jefferson street. She is survived by her husband and three sons, one of whom is in the navy, one with the Americans in France and the third only recently mustered out of the army.

ROAD DISTRICT FORMED.

LITTLE ROCK, Ark., April 1. (Sp.)—Gov. Brough Monday approved the Private bill to create the Clinton-Lea road district in Van Buren, Sevier and Stone counties. Objections to approval of the bill, the governor said, did not convince him that it would be advisable to veto it.

OFFICER DROPS DEAD.

LITTLE ROCK, Ark., April 1. (Sp.)—Rufus W. King, deputy state humane officer for the last nine years, dropped dead in his office here Monday night, his death being due to heart disease. He was 58 years old.

MISSISSIPPI SCHOOL TO ENTERTAIN FARMERS

YAZOO CITY, Miss., April 1. (Sp.)—For three days this month the Agricultural high school at Benton, Yazoo county, will be host to about 15 of the state's specialists in agricultural matters. Miss Lillie E. Lawley, county home demonstration agent, is co-operating with high school in the planning of the event. The matter of the carrying of fruits and vegetables is to receive special attention, as is also the work of the boys' and girls' clubs of the county and state. A canner of sufficient size is now owned in the county for the canning of a calf, and it is thought that a calf will be secured for a demonstration at the short course.

IMPORTS FOUR BULLS.

FORREST CITY, Ark., April 1. (Sp.)—Joe Newbern received yesterday four Hereford bulls from some of the most royalty bred herds of Indiana and Illinois. Immediately after these white-faced beauties were unloaded in this city they were driven to the Graham farm which Newbern is fast converting into one of the most profitable and celebrated stock farms in Arkansas.



SICK MAN!

Tired? Worn Out? No "Pep"? Nervous?
You Need Lehman's Liver Wafers!
You Are Bilious—Liver Is Not Acting

You probably need a laxative and general tonic. Lehman's Liver Wafers will give you a new life. They put you into life. Take one tonight and another tomorrow night—feel like a new man next day.



Bilious little wonder workers! Ride the system of malarial condition. Lehman's Liver Wafers break up constipation; fine for head aches; tone up the system; takes plagues off the face.

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Tell Your Druggist You Want

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